



# **Houston in Action**

#HTownCounts #HTownVotes

**Regional Superintendent Meeting • January 16, 2020. Houston City Hall**

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**Welcome to  
Superintendents and  
their teams!**




## Introductions and Agenda Review

11:00-11:15	Welcome and Lunch
11:15-11:30	Introductions and Agenda Review
11:30-11:45	Mayor Turner Speaks About the Importance of the Census
11:45-11:55	What is at Stake for the Region
11:55-12:00	Introduction to Houston in Action and timeline
12:05-12:15	What are the resources available to you?
12:15-12:25	US Census Bureau Resources
12:25-12:30	Closing and Next Steps



## Introductions

Please state your name, the District you represent and share your census plans and partners with us!



# Mayor Turner Speaks about the Importance of the Census

# Census 2020:

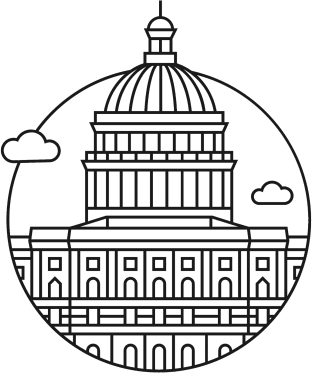
## What's at Stake for Public Schools in the Houston region?

David McClendon  
January Advisors

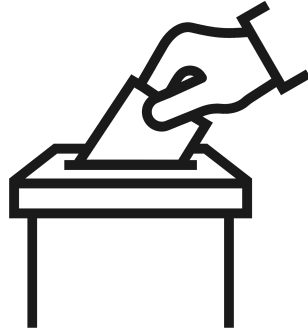
# Overview

- Why Census 2020 matters
- Who is at risk of not being counted?
- What's at risk for public schools and their students?
- What can public school leaders do about it?

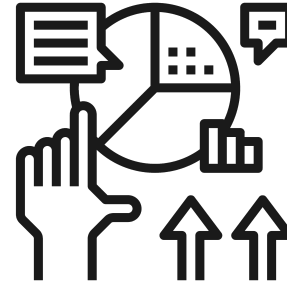
# Why the Census matters



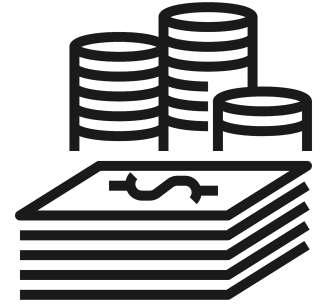
Constitutional obligation



Redistricting



Surveys & Analytics

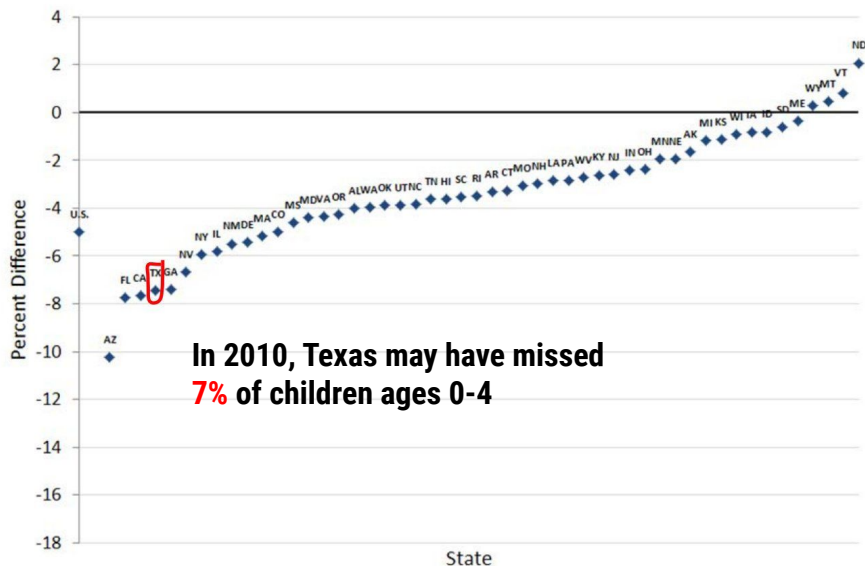


Federal Funding

# Texas missed 1% of residents in 2010

Compared with other states, Texas has higher concentrations of demographic groups that are at risk of not responding to the Census, including:

- Renters
- Young children (ages 0-4)
- Young adults (18-24)
- Latinx/Hispanic communities
- Asian communities
- Foreign-born
- Non-citizens



Source: Appendix A.

# How bad could it be?

## Low-risk scenario: -0.78% statewide

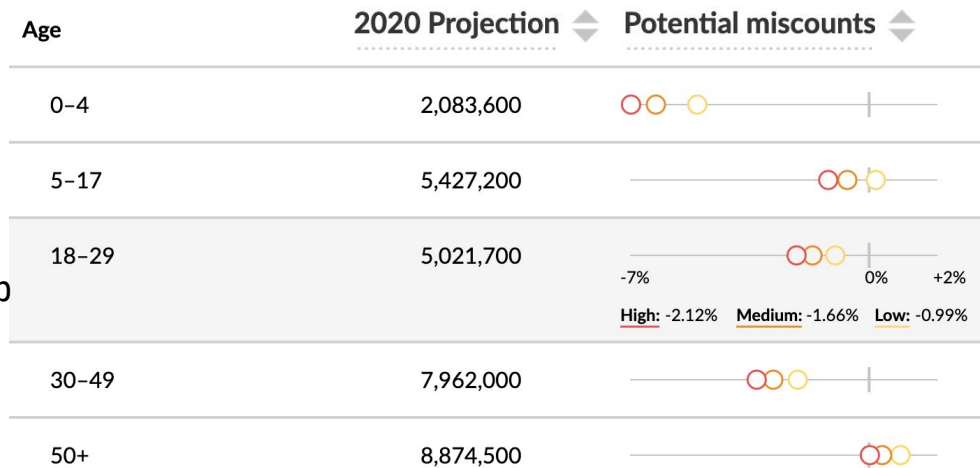
- Only accounts for demographic change
- 2010 Census processes and response rates

## Medium-risk scenario: -1.49%

- Accounts for changes to census processes
- Includes underfunding for non-response follow-up

## High-risk scenario: -1.96%

- Lower-than-expected response rates
- Especially among immigrant communities

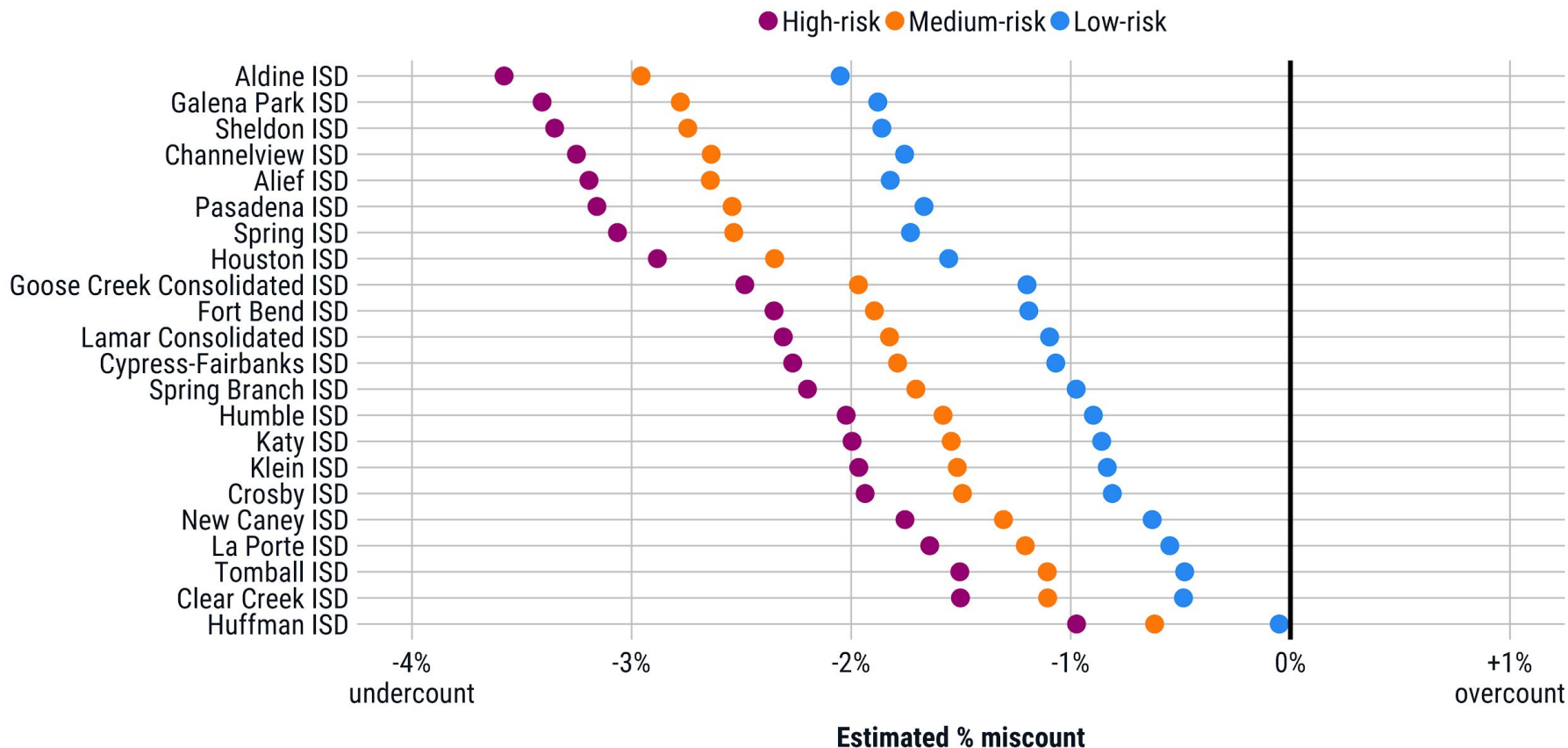


Urban Institute (2019) "Who's At Risk of Being Miscounted?"

<http://apps.urban.org/features/2020-census/>

# Most Houston-area school districts at risk of substantial undercount in 2020

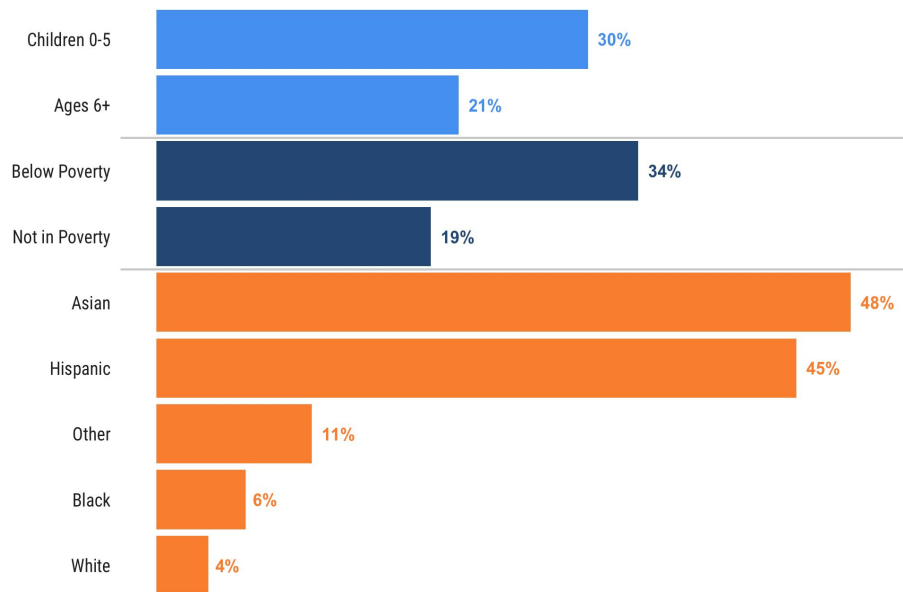
Estimated % miscount in Census 2020 for Houston-area school districts



# Citizenship Question's Impact on Texas

## Hispanic and Asian Communities Put at Greater Risk

% Living with non-citizen in household, by demographic group



Note: Estimates based on American Community Survey, 2012-2016

**The citizenship question will no longer be asked on Census 2020.**

Yet, confusion and mistrust around its potential inclusion has the potential to harm groups that are already at risk of being undercounted:

- Young children
- Families in poverty
- Asian and Hispanic residents, including citizens
- Foreign-born

# How much is at stake?

The Census guides funding allocations to over 55 federal programs, including National School Lunch Program.

A study by George Washington University estimates a loss of **\$1,161 each year for every Texan missed** in 2010 across 5 Federal Health and Human Services programs.

- \$1,102/person for Medicaid
- \$33/person for CHIP

In a 1% undercount scenario, Texas could lose **\$3.3 billion** over the next ten years.

Counting for Dollars 2020:

<https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/GWIPP%20Reamer%20Fiscal%20Impacts%20of%20Census%20Undercount%20on%20FMAP-based%20Programs%2003-19-18.pdf>

**In FY2015, the FMAP guided the allocation of \$286.1 billion among the 50 states and the District of Columbia across five programs:**

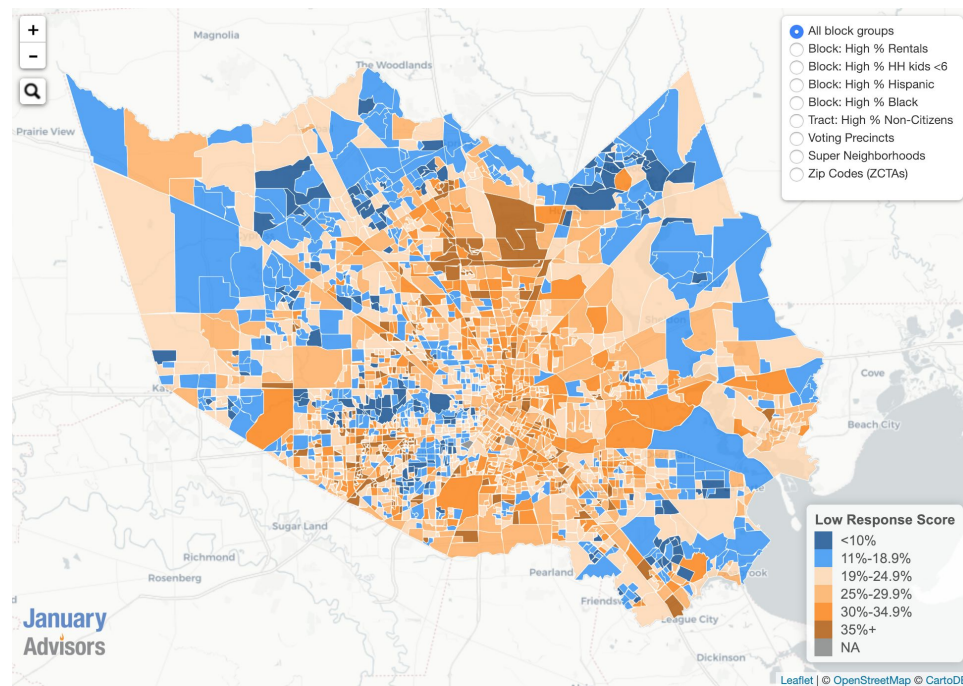
- Medical Assistance Program (Medicaid)
  - Federal reimbursement to states for traditional Medicaid - \$259,913,762,900
  - State payments to federal government for prescription coverage through Medicare Part D - \$8,934,827,262
- State Children's Health Insurance Program (CHIP) - \$11,089,152,000 in reimbursements
- Title IV-E Foster Care - \$2,856,783,359 in reimbursements
- Title IV-E Adoption Assistance - \$2,017,706,607 in reimbursements
- Child Care and Development Fund (CCDF) Matching Funds - \$1,298,677,787 in required state spending

# Impact on Harris County

**24%** Low Response Score

**360,000** Households not responding to initial census form

**\$400 mill.** Lost Federal funding to Texas over 10 years due to a **1% undercount**



# Impact on public school districts

- Student health and well-being
- School attendance and ADA funding
- National School Lunch Program
- Increased state spending on Medicare/CHIP could mean cuts to education by TX lege.



# Impact on college students

- Health and well-being of low-income students and their families
- Child care subsidies to states
- Federal Pell Grant funding allocation
- Overall state spending



# What can school districts do?

- Send flyers home with students
- Host a Census family night
- Target message to parents with young children
- Add Census 2020 to social studies curriculum
- Teach older students how to fill out the census form

# Census 2020 resources

- Census Bureau's [research](#) and [marketing](#) materials
- Census Bureau's [survey](#) of parents with young children
- GWU's Counting For Dollars [study](#) about census' impact on federal funding
- Urban Institute's Census 2020 [miscount study](#)
- [Map](#) of hard-to-count neighborhoods
- General information on [Houston](#) and the [citizenship question's](#) impact on Census 2020
- Houston in Action: <https://www.houstoninaction.org/>

# Thank you!

David McClendon, January Advisors  
david@januaryadvisors.com

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# Introduction: Houston in Action



# A long-term, holistic view of Civic Participation

As guided by the 2018 Houston Civic Health Index

## **SOCIAL CONNECTEDNESS**

- Trust in Neighbors in Greater Houston
- Racial Discomfort in Harris County

## **CIVIC INVOLVEMENT**

- Charitable giving
- Volunteerism
- Participation in groups


## **POLITICAL PARTICIPATION**

- Political Discussion with Friends/Family in Greater Houston
- Contacting a public official
- Voter Participation
- Number of registered eligible voters
- Early voting
- Running for office
- Holding elected office
- Electoral options



## Communities of Focus

- Young people
- People of color
- Low-income folks
- Less education
- Women in some categories



**Regardless of social identity, people should have equal opportunities to participate in, and have a meaningful impact, on civic life.**

# And our open membership reflects this.



Emgage, BakerRipley, Faith and Justice Worker Center, Houston Endowment, Episcopal Health Foundation, Texas Advocates for Justice/Grassroots Leadership, Institute for Civic Education in Vietnam, Chinese Community Center, Living Hope Wheelchair Association, Boat People SOS Houston, Avenue CDC, Common Cause Texas, Gulf Coast Leadership Council, SEIU TX, Workers Defense Project, OCA – Greater Houston, Empowering Communities Initiative, Mi Familia Vota Education Fund, Interfaith Ministries for Greater Houston/Volunteer Houston, Greater Houston Community Foundation, Houston Area Urban League, League of Women Voters of the Houston Area, NALEO Educational Fund, Air Alliance Houston, University of Houston Hobby School of Public Affairs, Texas Gulf Coast AFL-CIO, AARP, Public Citizen, Texas Organizing Project Education Fund, ACLU Foundation of Texas, Texas Civil Rights Project, University of Houston Law Center, Texas Southern University, University of Houston Graduate College of Social Work, LINK Houston, United We Dream, Texas Freedom Network Education Fund, Young Invincibles, Student Voter Initiative, Leadership for Educational Equity, Korean American Voters League, Children's Defense Fund–Texas, Rice University, Jolt Initiative, H-E-B, Houston GPS, Texas Housers, Vote Riders, Children at Risk...

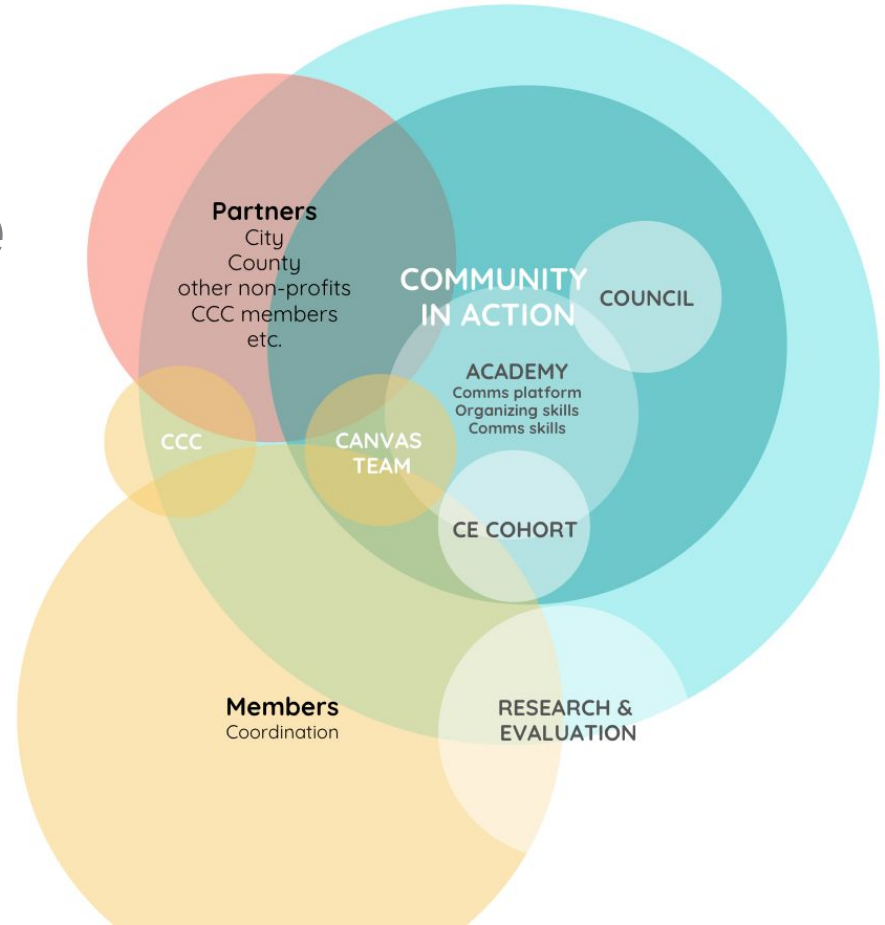


# Grounded in People Community in Action

Council

Civic Engagement Cohort

Academy



## Coordinated Efforts with the City and the County



- Houston in Action, the City of Houston and Harris County are regional partners for the Complete Count Committee. We work together to ensure that organizations and stakeholders are resourced and informed to respond to the census and ensure a complete count.
- We have a one in ten years opportunity to invite communities to participate and obtain the resources they need for their children and families.
- The form will be available on **March 13, 2020** so the time to train, resource and inform is NOW.

# Key Dates and Suggested Event Timeline

**March 12 - April 27, 2020:**

Staggered reminders are mailed

**April 1, 2020:**

**National Census Day**

**May – July 2020:**

Follow-up phase for households that did not self-respond

**December 31, 2020:**

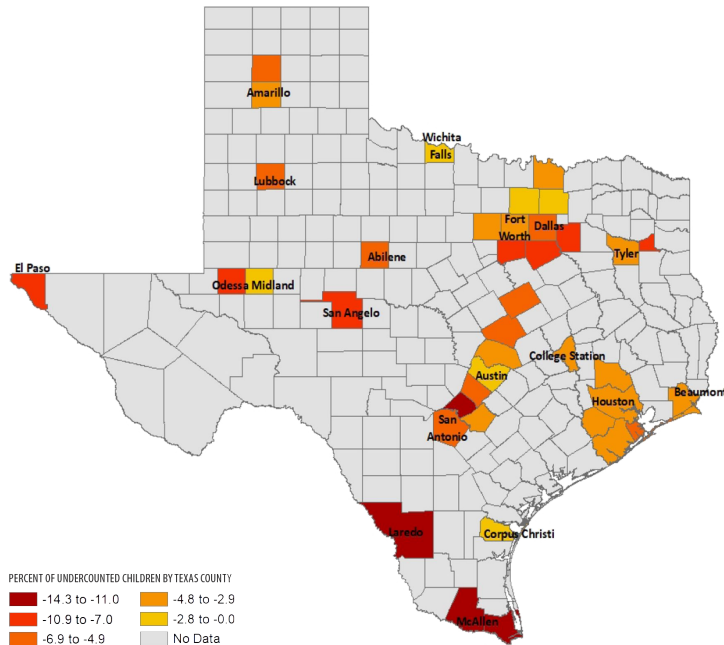
Census Bureau delivers final apportionment count to White House

- Train your staff on the local campaign and how to integrate census in daily activities.
- **Hold a Census Day Event on your campus!**
- Send a reminder home in languages & format that fit for your community
  - Use lesson plans all semester to show how census data is used
  - Send a Newsletter in languages & format that fit for your community

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**What are the resources available  
to you?**

# 2010 Young Child Undercount in Large Counties



5% (over 102,000)  
of young Texas children were  
undercounted in the 2010 Census.

# How the public be invited to participate in 2020:

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Between **March 12 – 20:**

Households receive an invitation to respond online to the 2020 Census (some households will receive paper questionnaires).



*If you have not responded yet:*

Between **March 16 – 24:**

A reminder letter is sent.

*If you have not responded yet:*

Between **March 26 – April 3:**

A reminder postcard is sent.

*If you have not responded yet:*

Between **April 8 – 16:**

A reminder letter and paper questionnaire is sent.

*If you have not responded yet:*

Between **April 20 – 27:**

A final reminder postcard is sent before the Census Bureau follows up in person.

*Source: U.S. Census Bureau, "How Everyone will be Invited to Respond"*

# 2020: Information Dissemination, Train the Trainers, Community Assistance Efforts & Events



## January - February

- Women's March
- January 20: MLK Day
- February: Black History Month
- February 17: President's Day

## May – July (Non Response Follow Up)

- **Door to Door Enumeration is Here!**
- May 7: National Teachers Day
- June: Immigrant Heritage Month
- July 4: Independence Day

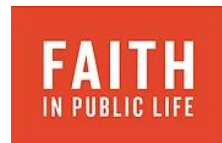
## March - April (Self Response)

### *Launch: QAC's*

- March 2: Read Across America Day
- March 3: Super Tuesday
- **March 12th: The Census is Here! (1<sup>st</sup> mailing)**
- March 29<sup>th</sup>: Census Sunday
- March 31: Cesar Chavez Day
- **March 29 – April 4<sup>th</sup>: Census Week of Action**
- **April 1: Census Day**
- **April 30: Last Day to Self-Respond to avoid enumerator & *Día del Niño***

# Census Counts Coalition

National “Hub” Organizations



The *iHázme Contar!* Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).



The *iHázme Contar!* campaign will include working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their community on the importance of counting all children in the household – including young children.

The *iHázme Contar!* campaign will feature a number of resources, including :

- Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents;
- Template resolutions for school boards; and
- Earned media opportunities and digital media efforts.

**We look forward to working with you and local and national media partners to ensure a full count of our kids!**

# Resources for Parents and Educators



**Back to School  
Kits**



If you are a Parent Leader or part of a Parent Group,  
**Download our presentation** and train other parents in your community to become Census advocates.



If you are an educator or teacher,  
**Download our presentation** and train parents and other leaders on your campus to become Census advocates.



Help us spread the word about the importance of a full Latino count in Census 2020 for our children and families.  
**Download our social media guide** in English and Spanish for sample posts and graphics.



To learn more about our ¡Hazme Contar! efforts to count all children,  
**Download our factsheet** in English and Spanish.

# Resources for Elected Officials & School Board Members



## Template for resolutions in support of an accurate 2020 Census Local outreach, assistance and promotion

THEREFORE, [jurisdiction] resolves to form a Complete Count Committee composed of individuals and organizations from diverse sectors to work collaboratively on a campaign to mobilize [jurisdiction's] residents to be counted in Census 2020:

THEREFORE, [jurisdiction] resolves that the Complete Count Committee include individuals and organizations from the [jurisdiction's] government; community and faith-based organizations; the media; education; business; labor; philanthropic institutions; and other individuals or organizations that work with or are familiar with hard-to-count residents;

THEREFORE, [jurisdiction] resolves that the members of the Complete Count Committee shall represent the full geographic, gender, racial, ethnic and age diversity of the [jurisdiction];

THEREFORE, [jurisdiction] resolves to establish an [Inter-Agency/Inter-Departmental] Working Group with representatives of each of the [jurisdiction's] [agencies/departments], which will meet on a regular basis to develop and implement strategies for each [agency/department] to conduct Census 2020 outreach and mobilization;

THEREFORE, [jurisdiction] resolves that the [City Manager/Chief Executive Officer/Chief Administrative Officer/Superintendent of Schools] prepare, and deliver to this body by [date], a report which sets forth [jurisdiction's] plan to mobilize its residents to participate in Census 2020. The plan shall include an assessment of the resources and any legal authorization needed to establish:

- the Complete Count Committee set forth in this resolution;
- the [Inter-Agency/Inter-Departmental] Working group set forth in this resolution;
- Census Questionnaire Assistance Centers at [jurisdiction's] facilities; the plan shall address the ability of such facilities to make computer technology available for residents to complete their Census 2020 questionnaires.

The plan shall also assess the feasibility of the [jurisdiction] establishing a grant program for community-based or faith-based organizations to conduct Census 2020 mobilization activities, and shall present a recommendation regarding such a program.

## Template Resolution in Support of Census 2020

El Censo llega en abril de 2020

Census Coming April 2020



**Cuenten a Todos los Niños de Texas en el Censo 2020**

Contar a todos los niños en su hogar en el censo significa que sus escuelas locales recibirán más fondos para sus niños durante los próximos 10 años.

El censo es seguro, fácil e importante para el futuro de sus hijos. Podrá contar a todos los niños en 10 minutos por teléfono o en una computadora en su propio hogar.

Más información en [2020census.gov/es](https://2020census.gov/es)



CENTER for PUBLIC POLICY PRIORITIES



**Count All Texas Children in Foster Care in the 2020 Census**

The census happens once every 10 years. Children should be counted where they spend most of their time. Count all children so their community will have more funding for child care, education, and other services they need for the next 10 years.

The census is safe, easy, and important for the future of all Texas children. You'll count all children in 10 minutes by phone, on a computer, or by paper on your own schedule and in only 10 minutes.

More info at [2020census.gov](https://2020census.gov)



CENTER for PUBLIC POLICY PRIORITIES

Census Coming April 2020

El Censo llega en abril de 2020



**Count All Texas Babies in the 2020 Census**

The census happens once every 10 years. Count your baby so your community will have more funding for child care, education, and other services for the next 10 years.

The census is safe, easy, and important for your baby's future! You will be able to count all the babies in 10 minutes by phone or on a computer on your own schedule.

More info at [2020census.gov](https://2020census.gov)



CENTER for PUBLIC POLICY PRIORITIES



**Cuenten a Todos los Niños de Texas (Incluyendo a los Nietos) en el Censo 2020**

El censo ayuda a los gobiernos locales a planear el futuro y determina el nivel de fondos federales para programas para niños pequeños, incluyendo nuestras escuelas, cuidado de niños, vivienda, transporte público y cuidado de salud.

El censo es seguro, fácil e importante para el futuro de todos los niños de Texas. Tómese los segundos del tiempo al contar en una computadora, por teléfono o en papel en su propio hogar y solamente toma 10 minutos.

Más información en [2020census.gov/es](https://2020census.gov/es)



CENTER for PUBLIC POLICY PRIORITIES

## MATERIALS CREATED BY TEXANS CARE FOR CHILDREN AND THE CENTER FOR PUBLIC POLICY PRIORITIES (ALL AVAILABLE IN ENGLISH AND SPANISH)

- Printable posters and flyers to the right can be found at [txchildren.org/census](https://txchildren.org/census)
- Information Sheet: Counting Young Texas Children in the 2020 Census
- FAQ: Counting Young Texas Children in the 2020 Census
- Presentation Template: Counting Young Texas Children in the 2020 Census

For more information:

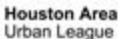
[txchildren.org/census](https://txchildren.org/census)

Katie Mitten, [kmitten@txchildren.org](mailto:kmitten@txchildren.org)

# Resources

- [txchildren.org/census](https://txchildren.org/census)
  - There is a helpful listserv you can sign up for on this website (Counting Young Texas Children 2020 Census listserv)
- [bettertexasblog.org/2020-census-tx](https://bettertexasblog.org/2020-census-tx)
- [texascounts.org](https://texascounts.org)
- [countallkids.org](https://countallkids.org)
- [censushardtocomountmaps2020.us](https://censushardtocomountmaps2020.us)





**EDUCATION and YOUTH DEVELOPMENT SERVICES** - promote educational, social and emotional development of children by finding their strengths and developing their areas of improvement while educating families on strategies to help their child(ren) succeed.

- Program Areas

- GENLITES - Gaining Early Needed Literacy Information To Excel & Succeed (Birth to 10 years)
  - **Family and Community Engagement** } Family Literacy Nights  
Read and Rise
- MIDLITES - Managing Individual Development Leading Into Transitional Education Skills (11-14 years)
- NULITES - National Urban League Incentives To Excel & Succeed (15-18 years)
  - Post-secondary success program focusing on leadership, scholarship, and college and career readiness
  - Utilizes National Urban League's *evidence-based curriculum specially designed for the UL movement and African American and other urban youth ready for college, work and life*
- HILITES - (19-25 years)

Contact:  
Houston Area Urban League  
Felicia Jackson, Manager  
[fjackson@haul.org](mailto:fjackson@haul.org) \* (281) 220-6019

## Program Activities

- Family and Community Engagement
  - *Family Literacy Nights (FLN)*
  - *Read and Rise (R&R)*
- Student Engagement
  - *Project Ready ID (ID)*
  - *Project Ready NULITES (NULITES)*
  - Summer Projects
  - Project Ready STEAM (Science, Technology, Engineering, Agriculture, Math)



- **Community Impact – SUNNYSIDE**

- Program Site – Worthing High School with services to all schools in Worthing feeder within a school year

182 In School/Out of School Time Hours per year

- |                                       |                                   |   |
|---------------------------------------|-----------------------------------|---|
| ➤ Leadership/Team Building activities | ➤ Cultural Arts activities/events | ➤ Service learning projects – community service |
| ➤ College tours                       | ➤ Athletic events                 | ➤ Mentor activities                             |
| ➤ Business tours                      | ➤ College Readiness sessions      | ➤ Parent meetings/sessions                      |
| ➤ Academic sessions                   | ➤ Recreational events             |   |
| ➤ Job/Career Readiness sessions       | ➤ Peer Leadership opportunities   |   |
|                                       | ➤ Conference/Trips                |   |

## School Districts

- HISD - FLN, R&R, ID, NULITES
  - 20 schools (ES, MS, & HS)
- Alief - FLN, ID
  - 5 school (MS)
- Aldine – FLN
  - 1 (ES)

# Jolt: 2020 Vision

**Jolt Initiative is a non-profit organization that increases the civic participation of Latinos in Texas to build a stronger democracy and ensure that everyone's voice is heard. Jolt knows that our democracy works best when everyone gets a seat at the table. That's why Jolt builds the leadership capacity of millennial Latinos to mobilize their peers to action.**

## **WE COUNT, CONTAMOS Initiative**

We believe Young Latinxs will be the leaders in this moment and effort to build a Texas that is representative and respectful of ALL TEXANS. High School Student Chapters are in the works!

Leslie Hernandez

832-421-6207

[leslie@jolttx.org](mailto:leslie@jolttx.org)

# Organizing in Schools

## H.I.S.D.

Tijerina Elementary

De Zavala Elementary

Sanchez Elementary

Crespo Elementary

Edison Middle School

HAIS High School

Chavez High School

Milby High School

Austin High School

South Houston High School

Galena Park High School

East Early College High School

Ninfa Lorenzo Early Childhood Center

## CHARTER SCHOOLS:

KIPP Generations

Cristo Rey

## How are we organizing?

- We are tabling during lunch and at dismissal
- Census trainings in government/social studies/economics/sociology/ESL classes
- Meeting with PTOs and providing census trainings
- Attending coffee with the principal
- Attending HISD community meetings.



THE METROPOLITAN ORGANIZATION



GULF COAST  
LEADERSHIP COUNCIL

- TMO/GCLC is a 40-year-old broad-based organization of institutions:
  - Congregations, schools, PTO/PTA's, non-profit organizations, civic clubs and neighborhood associations, etc.
- We develop leaders in institutions to address the issues impacting families.
- We are Non-Partisan, Multi-issue, Dues-based.
- We are willing to work with institutions throughout the metro-Houston area
- GCLC is the training wing for TMO

Contact:

Gina Reynoso 713-517-1414

Joe Higgs 402-671-4911

[tmo@tmohouston.net](mailto:tmo@tmohouston.net) or

[gulfcoastlc@gmail.com](mailto:gulfcoastlc@gmail.com)

## Targeted Districts and Areas

- Aldine ISD
  - Working with the Assistant Superintendent for Community and Governmental Relations of Aldine ISD, NALEO, Bonding Against Adversity, and Baker Ripley.
  - We will be targeting all 40 elementary schools and some High Schools.
- Houston ISD
  - Working with the Wraparound Specialist Department.
  - We are identifying interested schools in communities where we have member congregations, especially: Near Northside/Northside, Acres Homes, Garden Oaks, Heights, Third Ward, Fifth Ward, Kashmere Gardens, Trinity Gardens, North Forest.
- ***How can TMO/GCLC support schools that work with us?***
  - **We are willing to help schools organize a census team consisting of staff, teachers, and parents who are willing to work together to develop and implement a census action plan for their campus.**
  - **We have developed potential tools, timelines, and strategies to move this process along.**



Workers Defense Project (WDP) is a membership-based community organization that empowers low-income workers to achieve fair employment through education, direct services, organizing and strategic partnerships.

*To date, WDP has achieved the following, through direct service, grassroots organizing and advocacy - done by people just like you!*

Camila Trujillo:  
Phone: (832) 269-8060  
[maria@workersdefense.org](mailto:maria@workersdefense.org)



**14,300**

Created 14,300 good, safe construction jobs through agreements with developers



**23,393**

Educated 23,393 workers on their employment rights and how to defend them



**347,000**

Won paid rest breaks for the 347,000 construction workers employed in Austin and Dallas



**1.6 million**

Recovered more than \$1.6 million in back wages through legal and direct action

Shape  
your future  
START HERE >

United States®  
**Census**  
**2020**

# 2020 Census Workshops for Schools: Education Workshop

**Presented by**

**Acacia Croft, Partnership Specialist**

U.S. Census Bureau-Denver Region

January 16, 2020

# Welcome...To Whom it may concern.....





# Statistics in Schools

Community Partnership  
Engagement Program

[CENSUS.GOV/SCHOOLS](https://census.gov/schools)



Shape  
your future  
START HERE >

United States  
Census  
2020

# SIS-Partnership Outreach Phases



## Phase One:

Contacting **SCCCs**, **CCCs**,  
and **state school officials**.



## Phase Two:

Contacting  
**Superintendents** and  
**School Officials**.



## Phase Three:

Holding **SIS Week** events  
and activities at Tier One  
schools.

**March 2-6, 2020**

# Phase One - SCCCs

- Contact each assigned **SCCCs** and notify them of the SIS Initiative. Deliver in-person the Director's letter and point them to the SIS materials online.
- Work with the SCCC to identify a lead **state school official** to educate them about SIS and all available materials.
- Must contact all SCCCs and state school officials by **November 15<sup>th</sup>**.



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your future  
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United States<sup>®</sup>  
**Census**  
2020



## Phase Two - Schools

- Team Y&R developed a **targeted school list**, broken down into three tiers by Low Response Scores to prioritize outreach to the Hard to Count (HTC) populations.
- School District Superintendents were to have received SIS materials from HQ in advance to ensure visibility at the School District level.
- **Tier One schools** denote the highest outreach priority. PSs will contact school officials in each of the Tier One schools and attempt to register the schools as a partner and gain a commitment from the official that they will send home the “take home” letter with all students during SIS week.

# Phase Three – SIS Week

March 2 – 6, 2020

- SIS Week will invite educators across the country to join forces to use the SIS program in their classrooms and participate in fun events that can be conducted in any school.
- This celebratory week will take place right around the time the Census will be opening to start collecting responses, in spring 2020.
- SIS will provide specific materials and content to help promote SIS Week, so stay tuned for more on how you can help spread the word.



Shape  
your future  
START HERE >

United States<sup>®</sup>  
Census  
2020

## Phase Three – SIS Week

- Create and hold SIS events at Tier One schools during SIS Week.
- **PS's must create at least one event in every Tier One school.**
- Work with schools to support the creation and implementation of various contests/challenges to promote the 2020 Census. For instance: Essay contests, data challenges, etc.



Shape  
your future  
START HERE >

United States  
Census  
2020

# Best Practices



Egg Hunt  
Spring Events



AA Youth Event  
10 Teachers



Kids Attractions



Pediatrician  
Clinics/Hospitals



Museums  
Free Nights



Fast Food

WIFI  
United States®  
**Census  
2020**  
www.2020census.gov



The MALL  
Health Fair

Schools  
Clubs



# MAKE YOUTH COUNT

#CENSUS2020



# The Mayor's Challenge

During the Spring semester, Mayor Turner challenged us to come up with solutions to tackle the 30% census undercount in the City of Houston. This would bring in billions of dollars to the city and also restructure the allocation of elective representation in the city.



# WHO WE ARE

Make Youth Count is an initiative of IDEAS Academy at Houston Community College's West Houston Institute. We are a student led initiative to erase the undercount in Houston in the upcoming 2020 Census.

**MAKE  
YOUTH  
COUNT**



# OUR MISSION STATEMENT

Make Youth Count provides young people with the means to lead activities at their schools and campuses to secure a complete count of their communities in the upcoming 2020 Census.

## HOW TO GET INVOLVED

MAKE YOUTH COUNT  
MAYORS STUDENT INITIATIVE  
TO ERASE THE UNDERCOUNT

TOOL KIT: STUDENT LEDCAMPUS  
CENTRIC ORGANIZING FOR 2020 CENSUS RESPONSE

MAKE  
YOUTH  
COUNT



# Questions or Challenges?

# 2020 Census Communications

How to use this toolkit:

STEP 1

## READ THE INTRO

PAGE 03

Welcome!  
Find out what this toolkit is, who it's for, and how to use it.

STEP 2

## GET A CENSUS REFRESHER

PAGE 04

Take Census 101—get a refresher on the reasons census matters to your community and the United States at large.

STEP 3

## LEARN THE BASICS OF OUTREACH

Get quick tips & best practices on how to design your outreach based on behavioral science research.

PAGE 06

STEP 4

## IDENTIFY YOUR AUDIENCE TO UNDERSTAND THEIR BARRIERS TO PARTICIPATION



"I don't think the census has any impact on my life."

PAGE 11



"I don't feel comfortable sharing my information."

PAGE 12



"I have trouble completing census forms."

PAGE 13



"I don't have time to fill out the census."

PAGE 14

STEP 5

## TAILOR YOUR OUTREACH

PAGE 15

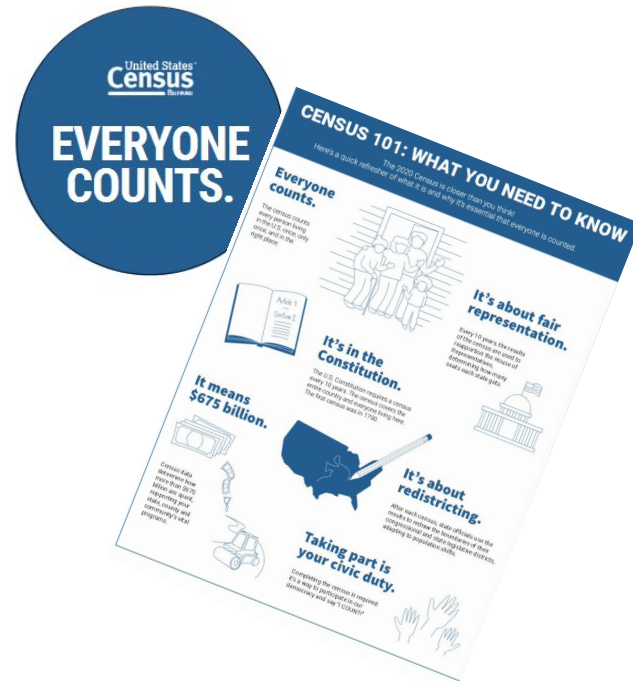
Answer some questions and fill in the blanks to create a plan for your outreach strategy.

STEP 6

## USE OUR RESOURCES

PAGE 16

See examples and get printable materials to support your census outreach efforts.



# 2020 Census Communications

## Census.gov/Schools

### What to Know Now

- ☐ New Resources, Worksheets Coming
- ☐ OK To Get Started
- ☐ Worksheets, Fun Facts, Data Tools



# 2020 Census Communications

## What to Prepare For Census.gov/Schools

- ❑ **August 2019:** New Worksheets Created By Educators, Census Data Experts, Worksheets For Children 2-5
- ❑ **September 2019:** Principals Get Administrator Kits With Materials
- ❑ **December 2019:** New Videos To Help Children Understand Why 2020 Census Is Important
- ❑ **March 2-6:** SIS Week Opportunity for Educators TO Join Forces, Show How Students Can Use SIS

# 2020 Census Communications

**2020Census.gov/Jobs**





# Thank you!

We invite you to connect with the organizations that presented today!

For any questions, contact Ana Mac Naught, Houston in Action Census Coordinator at:

[Ana@houstoninaction.org](mailto:Ana@houstoninaction.org) or 281-919-3436